

FIG. 1

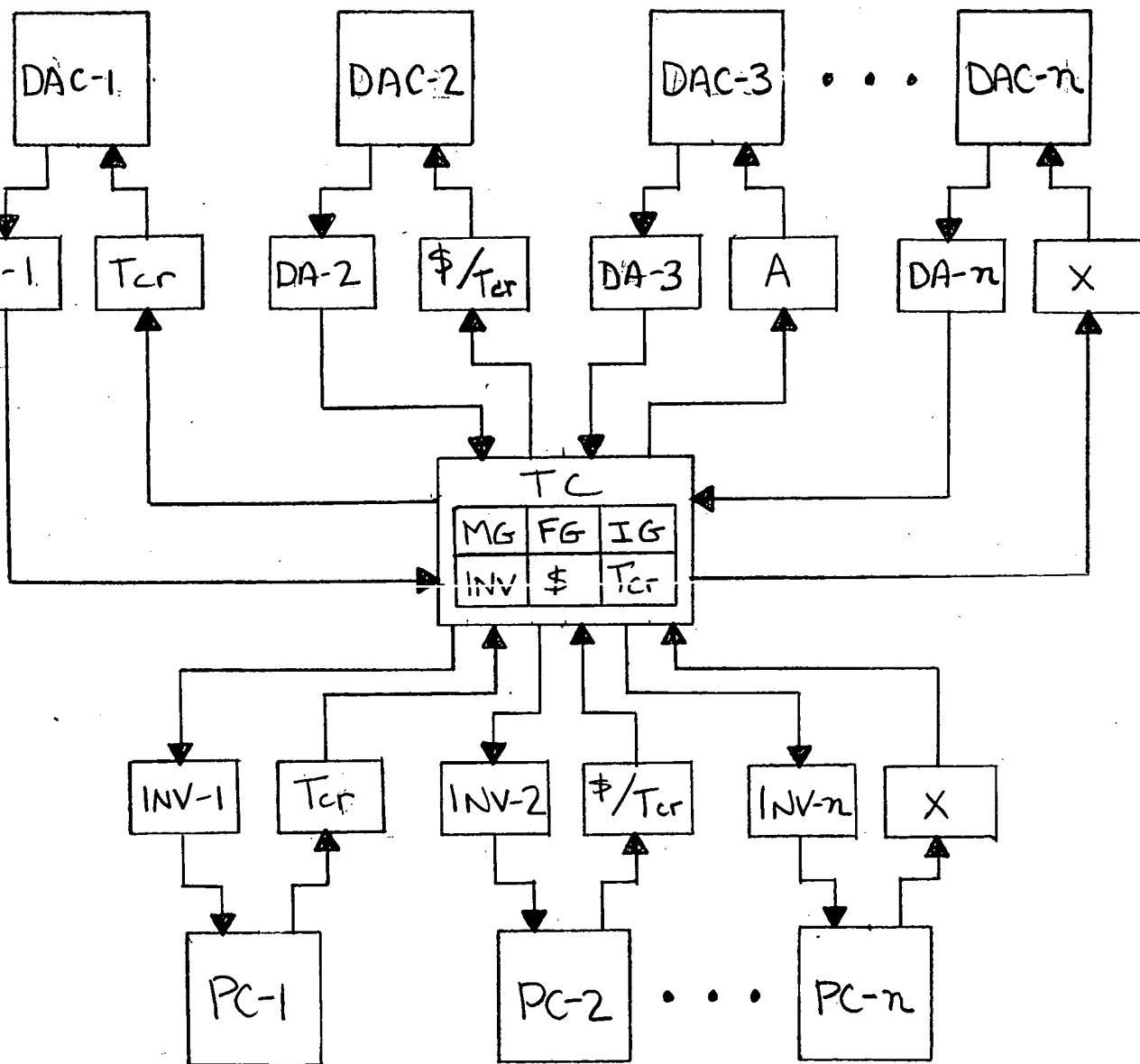


FIG. 1
(PRIOR ART)

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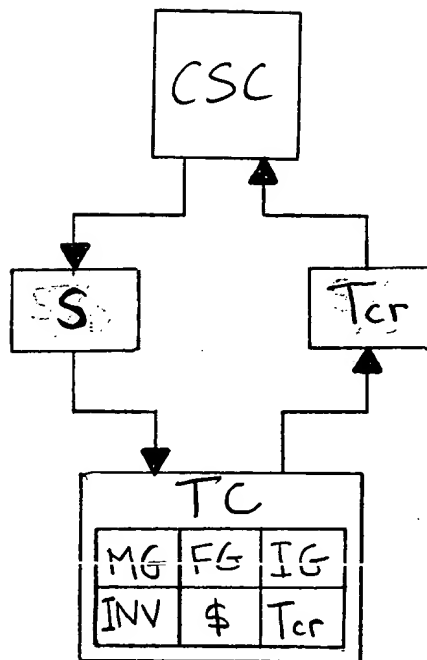


FIG. 2(a)

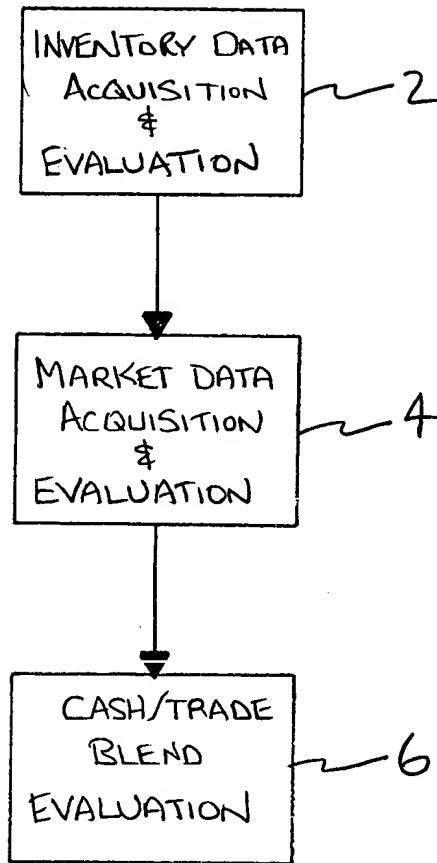


FIG. 3

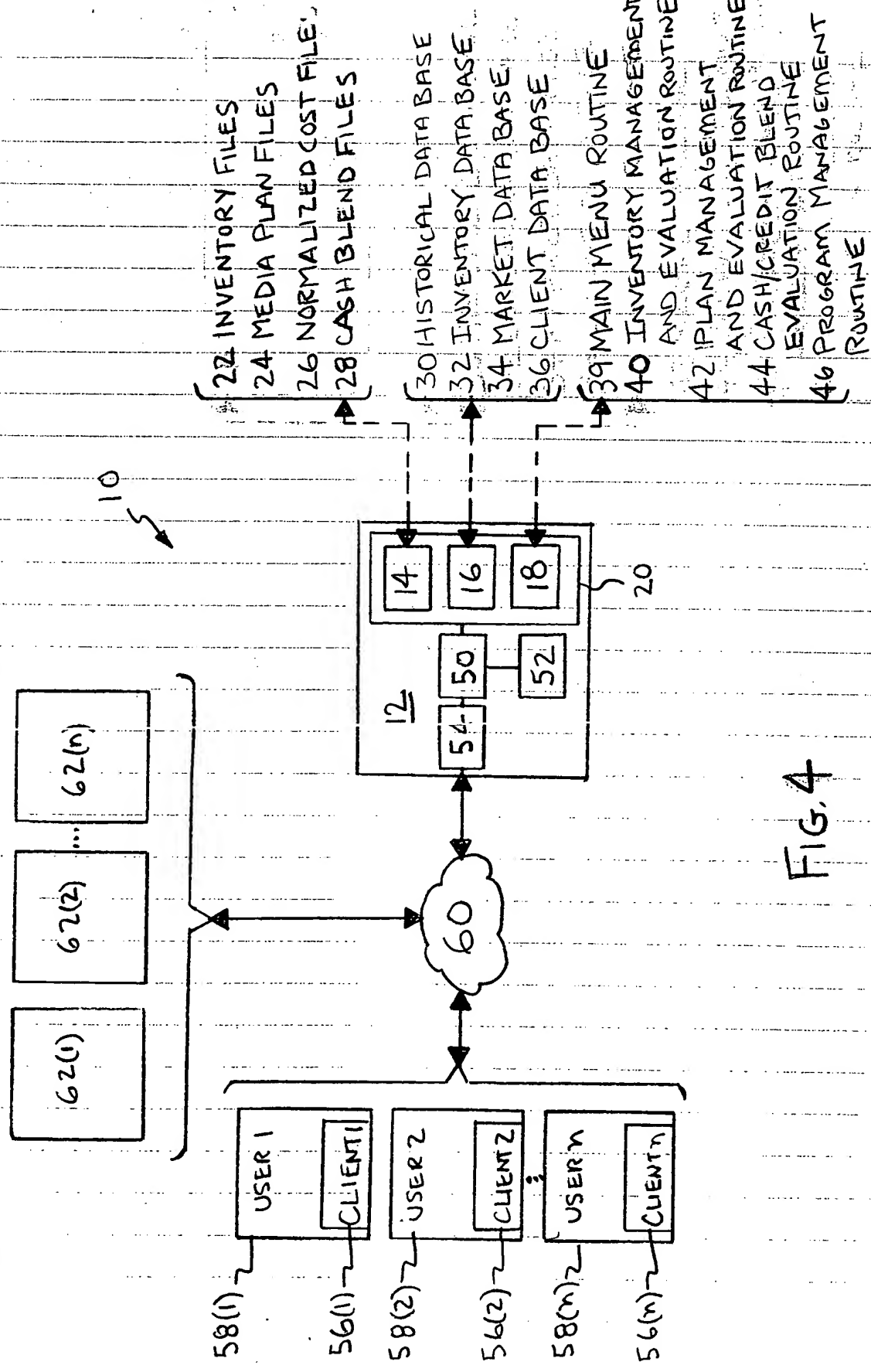


FIG. 4

<u>Media Inventory</u>				
<u>Media Category</u> Media	Rate-Card Cost (\$) (x 10 ³)	Media Cost (\$) (x 10 ³)	Actual Cost Basis (%)	Est. Cost Basis (%)
<u>National TV</u>				
Natch-1	\$10,000	\$ 7,760	77.6%	
Natch-2	<u>12,000</u>	<u>9,840</u>	82.0	
	22,000	17,600		80.0%
<u>Local TV</u>				
Loch-1	5,000	3,310	66.2	
Loch-2	<u>3,000</u>	<u>1,890</u>	63.0	
	8,000	5,200		65.0
<u>National Cable TV</u>				
Natcab-1	8,000	6,150	76.9	
Natcab-2	<u>6,000</u>	<u>4,350</u>	72.5	
	14,000	10,500		75.0
<u>Local Cable TV</u>				
Locab-1	3,000	1,790	59.7	
Locab-2	<u>1,000</u>	<u>550</u>	55.0	
	4,000	2,340		58.5
<u>Network Radio</u>				
Netrad-1	15,000	9,555	63.7	
Netrad-2	<u>13,000</u>	<u>8,645</u>	66.5	
	28,000	18,200		65.0
<u>Local Radio</u>				
Lorad-1	10,000	4,840	48.4	
Lorad-2	<u>8,000</u>	<u>4,160</u>	52.0	
	18,000	9,000		50.0
<u>Outdoor/Out-of-Home</u>				
Trucksides	5,000	2,690	53.8	
Commuter Rails	6,000	3,240	54.0	
Bus Tails	3,000	1,680	56.0	
Transit Shelters	<u>6,000</u>	<u>3,390</u>	56.5	
	20,000	11,000		55.0
<u>National Publications</u>				
Natpubs-1	11000	7,990	72.6	
Natpubs-2	<u>13,000</u>	<u>10,010</u>	77.0	
	24,000	18,000		75.0
<u>Internet</u>				
Insite-1	13,000	6,760	52.0	
Insite-2	<u>17,000</u>	<u>8,240</u>	48.5	
	30,000	15,000		50.0

FIG. 5

<u>Evaluation of a Detailed Media Plan</u>				
<u>Media Category</u> Media	Allocation (\$) (x 10 ³)	Rate-Card Discount (%)	Actual Plan Cost Basis (%)	Actual Media Cost (\$) (x 10 ³)
<u>National TV</u>				
Natch-1	\$1,500	5%	81.7%	\$1,225
<u>National Cable TV</u>				
Natcab-2	1,000	10	80.6	806
<u>Local Cable TV</u>				
Locab-1	800	10	66.3	531
Locab-2	800	10	61.1	489
<u>Outdoor/Out-of-Home</u>				
Commuter Rails	300	15	63.5	191
Transit Shelters	300	15	66.5	199
<u>National Publications</u>				
Natpubs-2	250	5	81.1	202
<u>Internet</u>				
Insite-1	50	15	61.2	31
Total	\$5,000		73.5%	\$3,674

FIG. 6

<u>Evaluation of a General Media Plan</u>				
Media Category	Allocation (\$ (x 10 ³)	Rate-Card Discount (%)	Est. Plan Cost Basis (%)	Est. Media Cost (\$ (x 10 ³)
National TV	\$1,500	5%	84.2%	\$1,263
National Cable TV	1,000	10	83.3	833
Local Cable TV	1,600	10	65.0	1,040
Outdoor/Out-of-Home	600	15	64.7	388
National Publications	250	5	78.9	197
Internet	50	15	58.8	29
Total	\$5,000		75.0%	\$3,750

FIG. 7

Cash-Credit Ratio (\$/Tcr)	Normalized Cash-Credit Ratio (\$/Tcr)	Normalized Total Cost (\$)	Actual Cost per Trade Credit (\$) @ a Total Plan Cost Basis of:		
			... 74.9 %	75.0 %	75.1 % ...
1/99	.01/1	1.01	.746	.748	.749
10/90	.11/1	1.11	.721	.723	.724
20/80	.25/1	1.25	.686	.688	.689
40/60	.67/1	1.67	.581	.583	.584
50/50	1/1	2.00	.498	.500	.502
60/40	1.50/1	2.50	.373	.375	.378
66/33	2/1	3.00	.247	.250	.253

Fig. 8

Agreed-To Valuation \$(x10 ⁶)	Desired Valuation \$(x10 ⁶)	Total Plan Cost Basis (%)	Desired Plan Cost Basis (%)	Cash-Credit Ratio (\$/Tcr)	Investment Value Range Low — High \$(x10 ⁶)	Increment Value \$(x10 ⁶)
\$100	\$37.5	75%	37.5%	60/40	\$2.00 - \$4.00	\$.25

FIG. 9(a)

Investment Value (\$) (x10 ⁶)	Cash Value (\$) (x10 ⁶)	Trade-Credit Value (Tcr) (x10 ⁶)	Total Media Cost (\$) (x10 ⁶)
\$4.00	\$16	10.67 Tcr	\$26.67
3.75	15	10.00	25.00
3.50	14	9.33	23.33
3.25	13	8.67	21.67
3.00	12	8.00	20.00
2.75	11	7.33	18.33
2.50	10	6.67	16.67
2.25	9	6.00	15.00
2.00	8	5.33	13.33

FIG. 9(b)

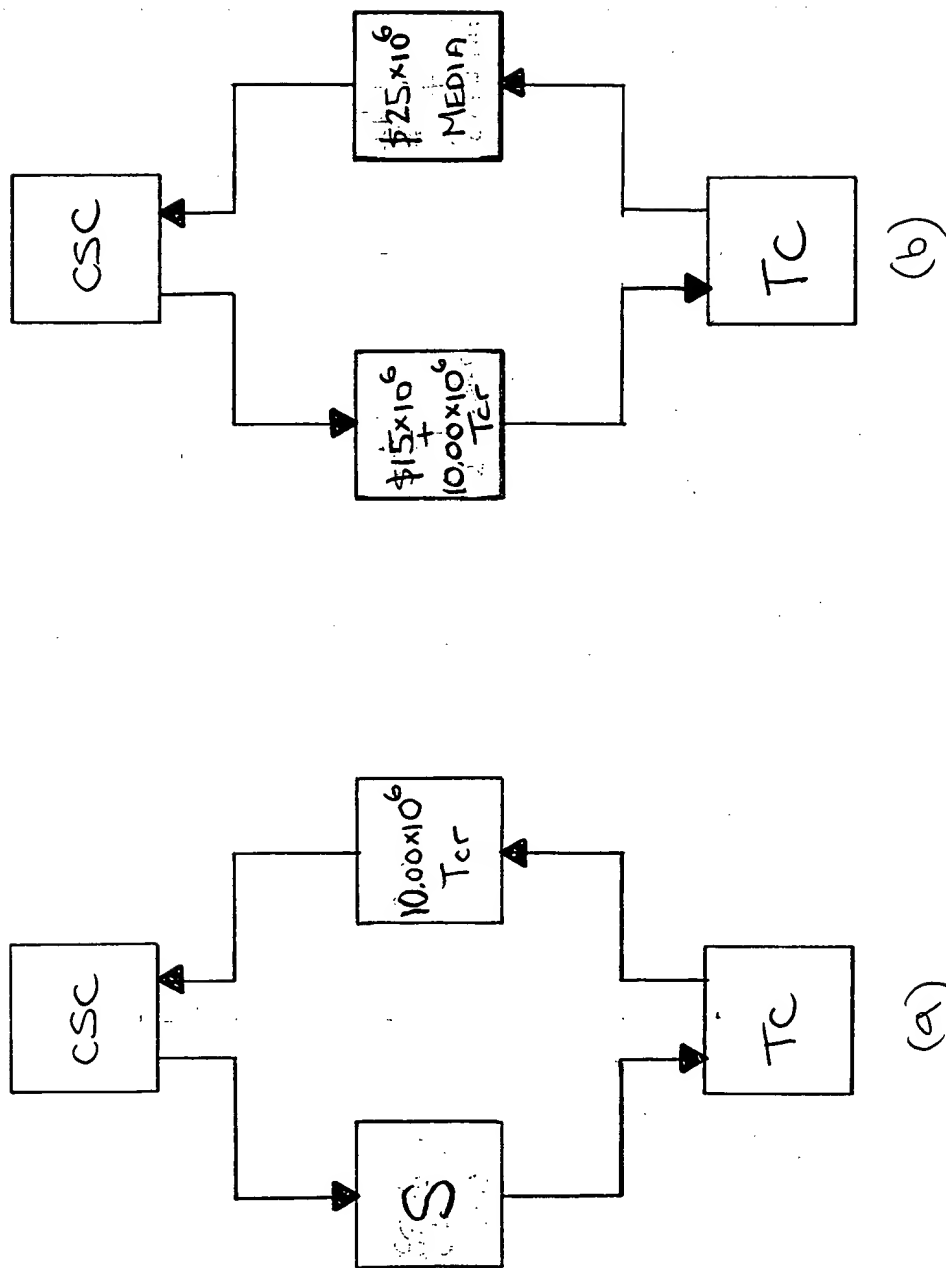


FIG. 10

		Trade-Credit Values (Tcr)											
		9.0 x10 ⁶ Tcr				10.0 x10 ⁶ Tcr				11.0 x10 ⁶ Tcr			
Cash-credit Ratio (\$/Tcr)	Actual Cost per Tcr @ 75.0% Total Plan Cost Basis (\$)	Actual Total Cost @ 75.0% Total Plan Cost Basis (\$) (x10 ⁶)				Actual Total Cost @ 75.0% Total Plan Cost Basis (\$) (x10 ⁶)				Actual Total Cost @ 75.0% Total Plan Cost Basis (\$) (x10 ⁶)			
		Cash (\$) (x10 ⁶)	Total Media Cost (\$) (x10 ⁶)	Total Media Cost (\$) (x10 ⁶)	Total Plan Cost Basis (\$) (x10 ⁶)	Cash (\$) (x10 ⁶)	Total Media Cost (\$) (x10 ⁶)	Total Media Cost (\$) (x10 ⁶)	Total Plan Cost Basis (\$) (x10 ⁶)	Cash (\$) (x10 ⁶)	Total Media Cost (\$) (x10 ⁶)	Total Media Cost (\$) (x10 ⁶)	Total Plan Cost Basis (\$) (x10 ⁶)
40/60	.583	\$6.0	\$15.0	\$15.0	\$5.250	\$6.7	\$16.7	\$16.7	\$5.825	\$7.37	\$18.37	\$18.37	\$6.408
50/50	.500	9.0	18.0	18.0	4.500	10.0	20.0	20.0	5.000	11.00	22.00	22.00	5.500
60/40	.375	13.5	22.5	22.5	3.375	15.0	25.0	25.0	3.750	16.50	27.50	27.50	4.125
66/33	.250	18.0	27.0	27.0	2.250	20.0	30.0	30.0	2.500	22.00	33.00	33.00	2.750

Fig. 11

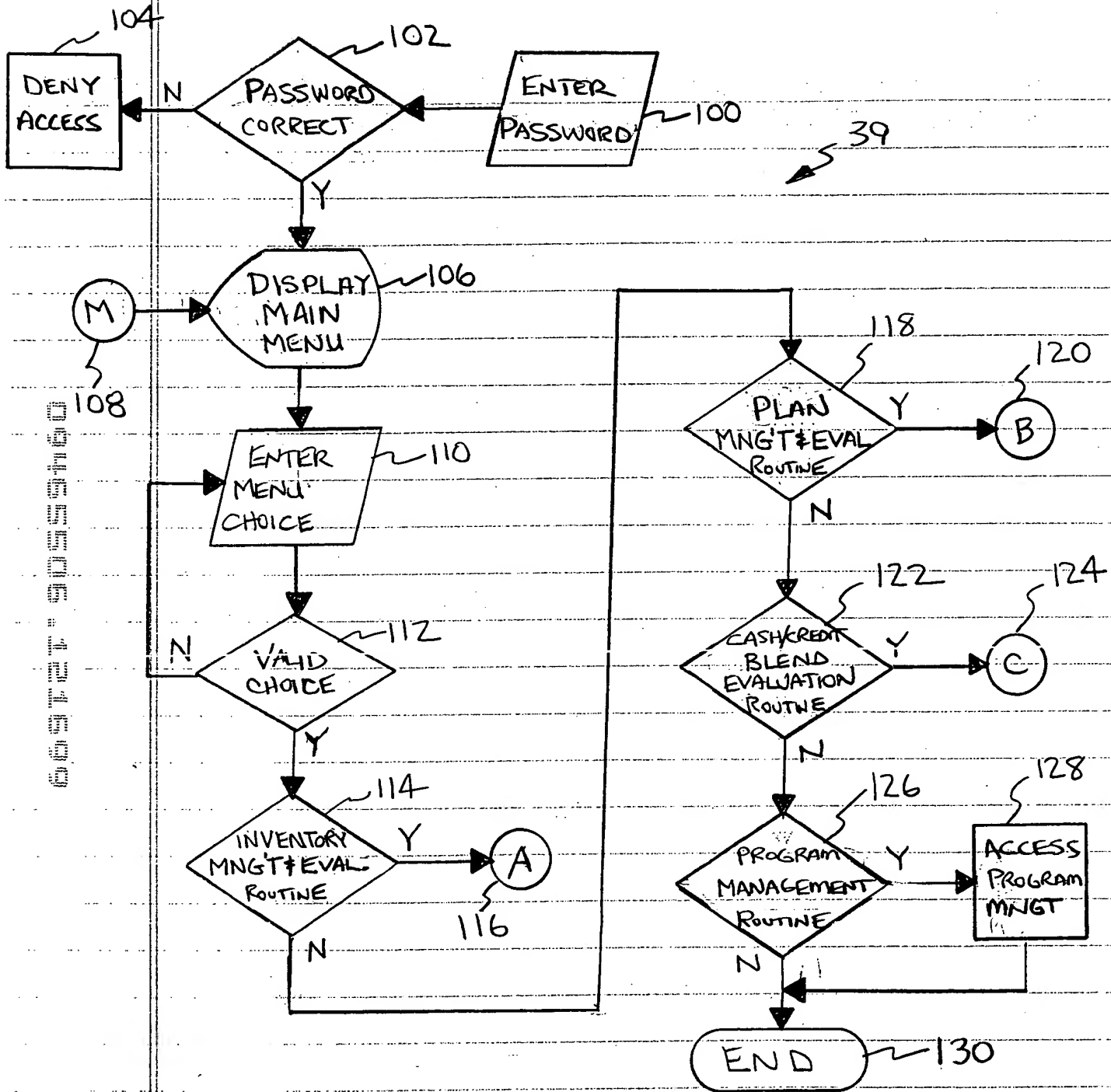


Fig 12

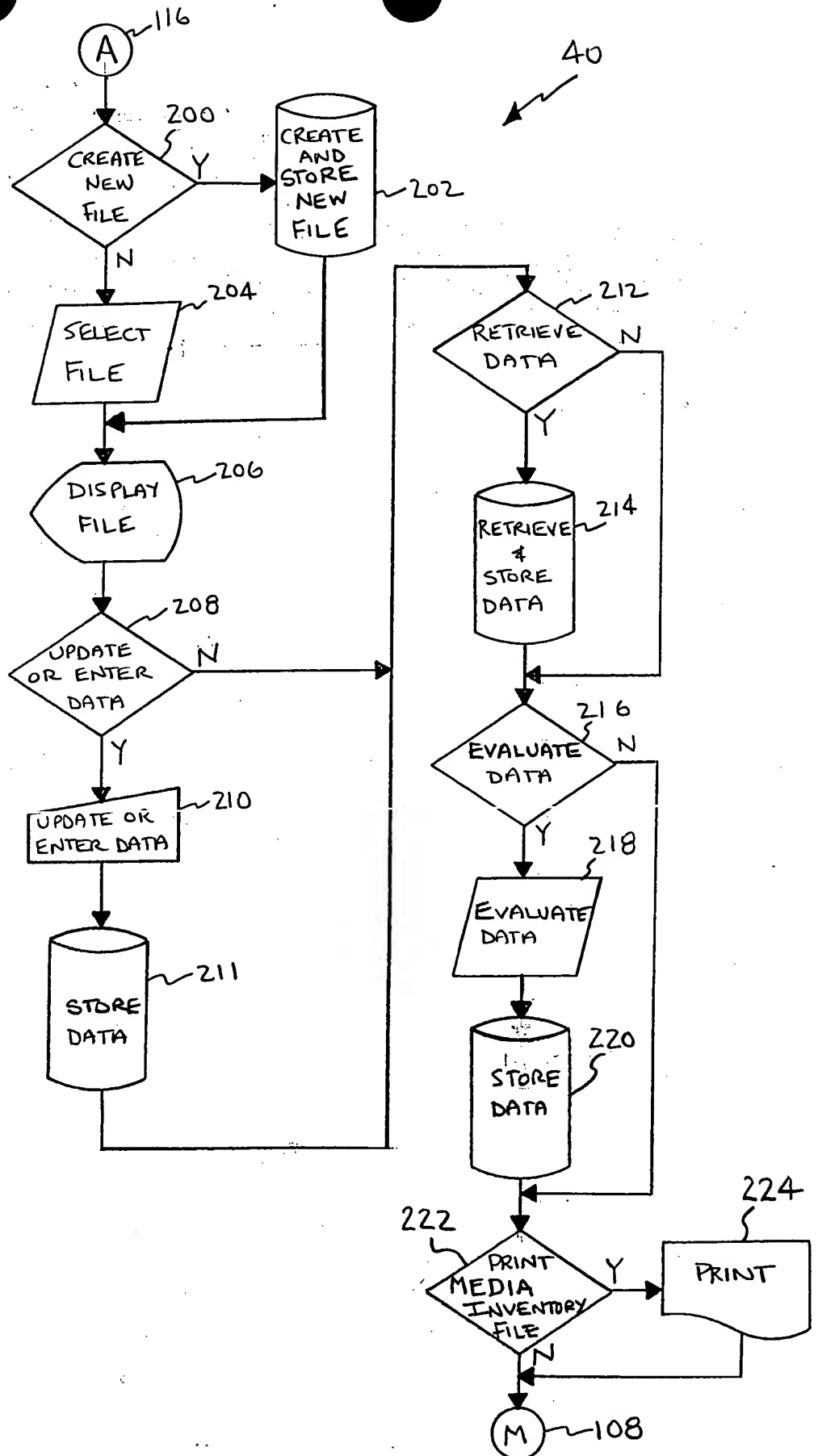


Fig 13

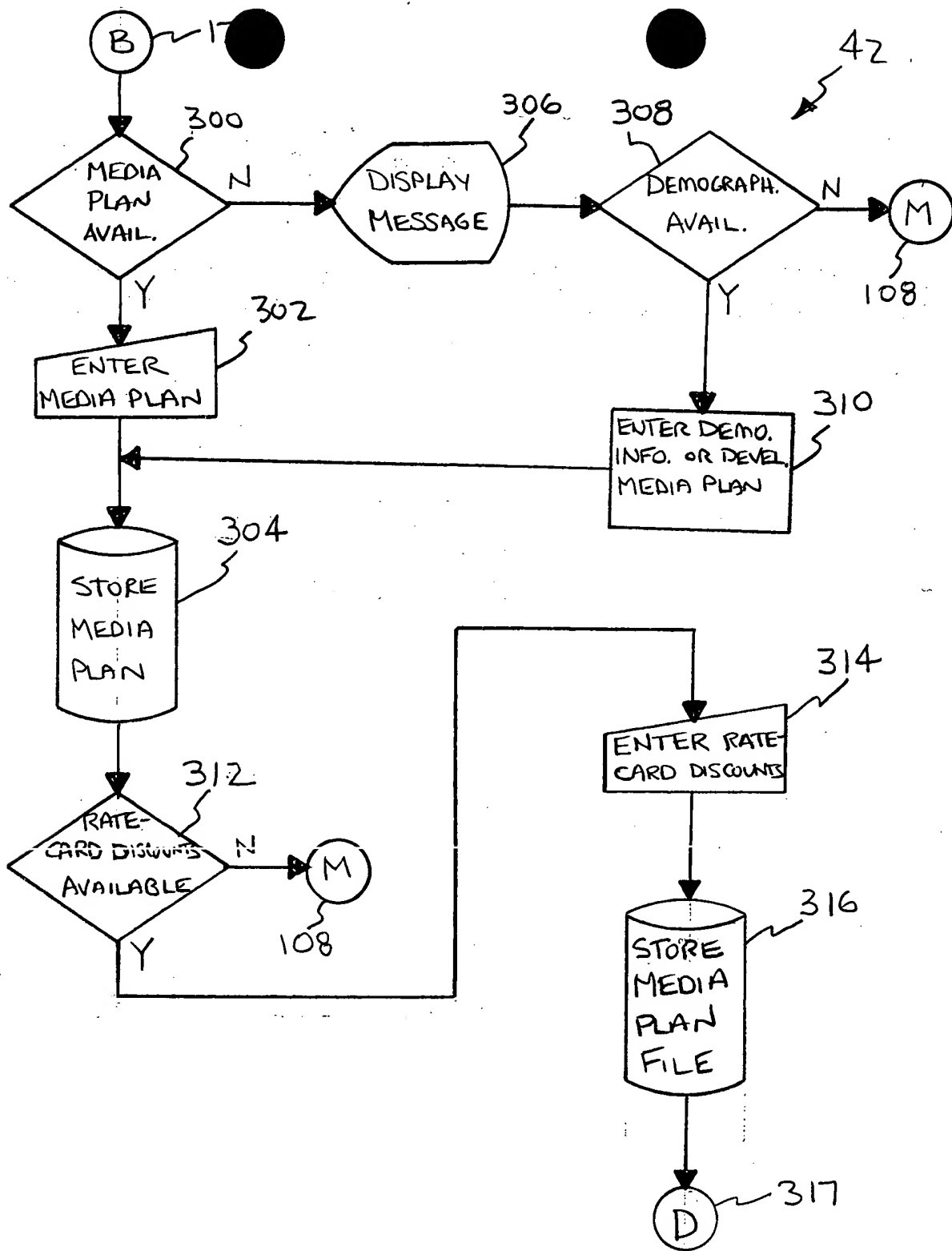


FIG 14

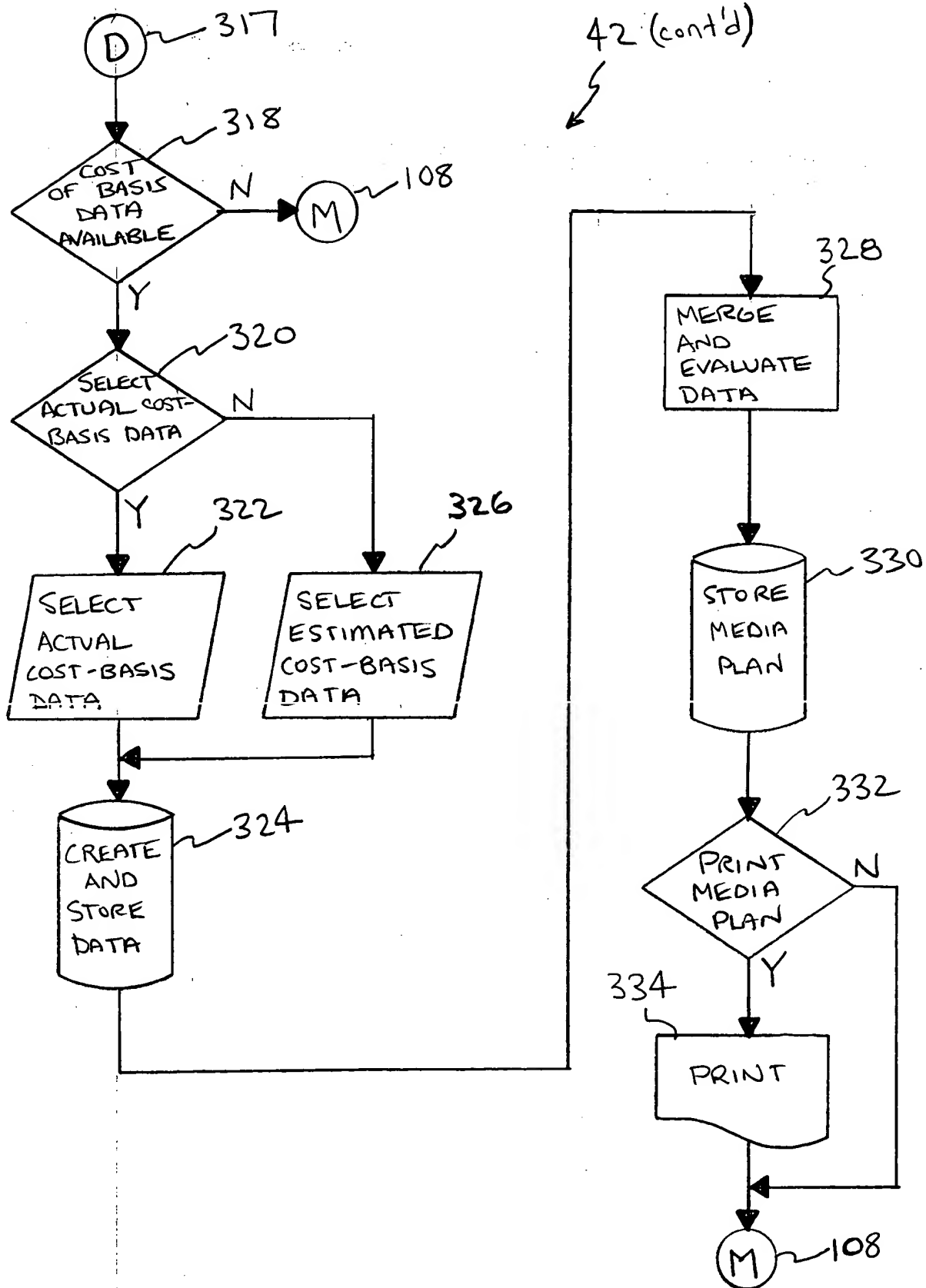
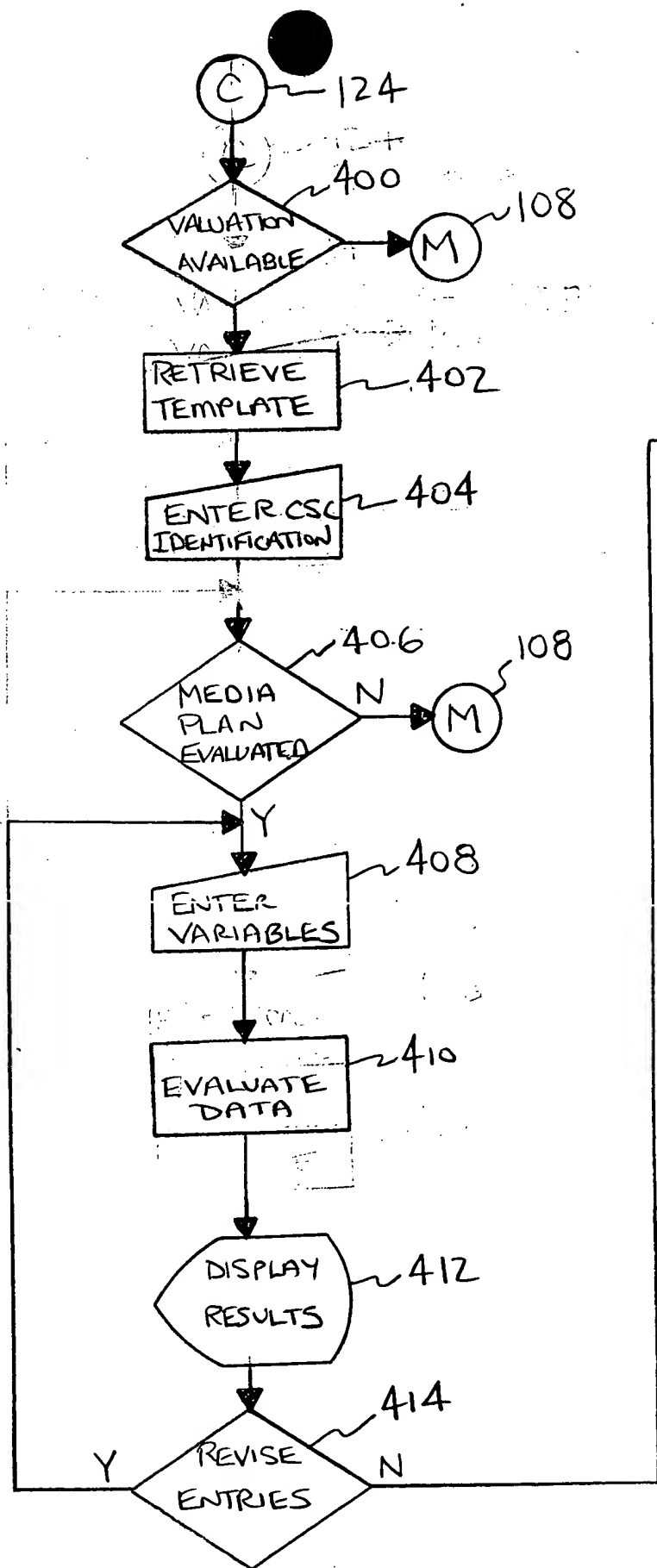
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FIG. 15



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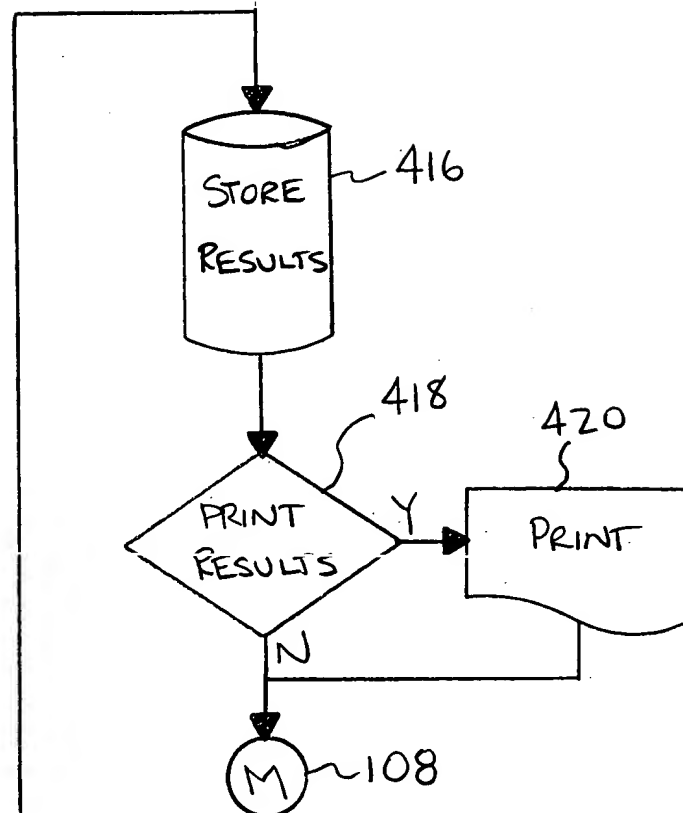


FIG. 16